

Lodging Tax Advisory Meeting
September 16, 2016
Meeting Minutes

In Attendance: Candace Pratt, Marsha Massey, Marcella Stachurski, and Barbara Hanna.

Guests: Vanessa Fuller and Melanie Sands

June 10, 2016 Meeting Minutes –Marsha moved and Candace second that the minutes from the June 10, 2016 meeting be approved. The motion passed unanimously.

YTD Lodging Tax – YTD Lodging Tax was reviewed. The City of Sequim Lodging Tax numbers are up approximately 10% over last year and up 35% over the budget.

2017 Proposed Budget – the budget was reviewed. Marcella moved and Marsha second that the budget be recommended to the Sequim City Council for approval. The motion passed unanimously.

Tourism Enhancement Grants:

- **Sequim Irrigation Festival:** Earlier in the year, the Lodging Tax Advisory Committee approved a grant up to \$12,000 for support for the Sequim Irrigation Festival. The amount was recommended to the Irrigation Festival Executive Director by City Staff based on history. The actual amount to support the festival came in much higher this year at \$16,121.41. The Irrigation Festival asked for an amendment to the original grant amount to cover the total expense incurred by the City to support the festival. Marcella moved and Candace second that the grant approval be amended to cover the City costs. The motion passed unanimously. Barbara explained that most of the increase was based on additional police staffing, which has not been available the past two years. She will work with the Deputy Police Chief to coordinate overtime expectations that will be charged to Lodging Tax in 2017.

Marketing Tools:

- **Pad Map** –Barbara showed the new pad map that has a much larger regional map.
- **Downtown Fun Map** – This is the new brochure that was created for the Downtown Map, which was removed from the pad map.

Ads- New ads include:

- **NW Travel & Life** – There is a Sequim ad in the Sept/October print edition. On-line ads will run on the website for one month. E-Blast – as part of the

Sept/Oct print ad package we receive two e-blasts. The first will come out mid-September with the theme “Sunshine for All Seasons. The second will come out in mid-October.

- **Seattle and Portland Transit Ads** - Sequim participated in a co-op ad program with Clallam County and Jefferson County and has Sequim specific ads that will run in Seattle and Portland from late September to late November
- **OutdoorsNW** – The Autumn issue features the Olympic National Park and the Olympic Discovery Trail. Sequim participated in a co-op ad with the Olympic Peninsula Tourism Commission and the three other cities to run a full page ad.

Articles – Barbara circulated recent articles that featured Sequim. The articles ran in:

- Coho Magazine
- Flower Magazine
- Daily Echo – UK
- Trainweb.com – on-line
- Mother Nature Network – on-line

Travel Writers

- Kira Agass from Women’s Magazine in the UK was in Sequim on Friday, September 9 as part of a larger tour through Seattle and the Olympic Peninsula.

Website Update – the City is delaying the website upgrade and redesign until 2018. Barbara is researching the development of a mobile app to better serve the tourists utilizing mobile devices to access the site. There is money in the 2017 budget, but she will only move forward if it is cost effective to do so before the website upgrade.

2016 Meeting Schedule- Next meeting will be: **Friday, December 9 at 10:00 a.m.**

Information Sharing:

- The Olympic Peninsula Tourism Summit is on October 27 & 28 at Fort Worden. Registration should open next week.
- The Olympic Peninsula Geocache event starts on September 24 with 30 caches on the Olympic Peninsula from Brinnon to Lake Quinault. Sequim has three of the caches.

Barbara was asked to remind the committee to respond directly to her and not to the full committee when responding to emails.

Meeting adjourned.